

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

May 1, 2007 – July 31, 2007

University of Washington

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Executive summary

The OERC has seen an increase in requests for training sessions this quarter. Susan Barnes started to actively market the new Outreach Evaluation Workshop Series to the RMLs, primarily through the evaluation liaisons, and has begun to schedule workshops in different regions. The first two workshops, "Community Assessment" and "Planning Outcomes-Based Outreach Programs," will be hosted by the SCR in October 2007 and the MAR in November 2007. The SCR also will provide travel funds for Susan Barnes and Cindy Olney to present the workshops at the University of Oklahoma Health Science Center and the New Mexico Department of Health's Office of Community Health Improvement and Health Promotion. Also, Susan Barnes and Cindy Olney have been invited to present one of the workshops at the Joint Meeting of the Northern California and Nevada Medical Library Group and the Medical Library Group of Southern California and Arizona in Las Vegas in February 2008 (in the PSR region). At the request of SCR, Cindy Olney developed a one-hour training session for their outreach coordinators who were meeting in Houston. The session, "Clever Evaluation," presented cost-effective evaluation strategies and Cindy gave the session with Adobe Connect. The OERC made this presentation available to the other regions and two have expressed an interest. The OERC continued to respond to requests for evaluation consultation from regional medical libraries and network members. Susan Barnes helped PSR with a proposal for a presentation titled "Productivity and Assessment" which was sent to the Hawaiian Library Association for its November 2008 meeting. She also consulted with Kathy Martin at Willamette Falls Hospital in Oregon about calculating and expressing library value in dollar amounts. Cindy Olney coached the GMR focus group team on transcript analysis from the focus group results they conducted in May. Susan Barnes and Cindy Olney provided another consultation with Sabrina Kurtz-Rossi for the MLA health literacy research project. The OERC continued to participate in the Emergency Preparedness Core Group discussions and presented an update on the project at the RML Directors' Meeting in Philadelphia in May.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible staff (last name)	Class/consultation topic	Location (city, state) of class or last name of consult recipient
5/14/2007	Barnes, Olney	Consult: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
5/18/2007	Barnes, Olney	Consult: core group teleconference	Core Group, NNO, Seattle, WA
6/5/2007	Barnes, Olney	Consult: core group teleconference	Core Group, NNO, Seattle, WA
6/26/2007	Barnes, Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
6/27/2007	Olney	Consult: GMR focus group study	Tammy Mays, GMR, Chicago, IL
6/28/2007	Olney	Training: Clever evaluation	Karen Bülow, SCR, Houston, TX
6/28/2007	Barnes, Olney	Consult: core group teleconference	Core Group, NNO, Seattle, WA
6/29/2007	Barnes	Consult: project overview at PNR RAC meeting	Core Group, NNO, Seattle, WA
7/6/2007	Olney	Consult: GMR focus group study	Tammy Mays, GMR, Chicago, IL
7/17/2007	Olney	Consult: SCR outreach coordinator meeting	Becky McKay, Medical Science Library, Texas A&M, College Station, TX
7/19/2007	Olney	Consult: focus group study	Tammy Mays, GMR, Chicago, IL
7/24/2007	Barnes	Consult: Library value	Kathy Martin, Willamette Falls Hospital, Oregon City, OR
7/26/2007	Barnes, Olney	Consult: core group teleconference	Core Group, NNO, Seattle, WA
7/31/2007	Barnes, Olney	Consult: evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
7/31/2007	Barnes, Olney	Consult: core group teleconference	Core Group, NNO, Seattle, WA

Web site

Susan Barnes continued to manage the Emergency Preparedness Web page of the StaffWiki. The Web page leads with documents generated through the planning done by the core members of the group, but also includes reference materials such as templates for writing disaster preparedness plans and articles regarding the role of libraries in disasters. Susan also began to reorganize the OERC section of the NN/LM StaffWiki by moving last year's Cross-Regional Collaboration items to the Emergency Preparedness section and adding standard navigational features to OERC StaffWiki pages. In July, Susan and Cindy assisted Aron Beal as he transferred the OERC Blog to the new format in use by Web-STOC for blogs on nnlm.gov.

Dissemination of effective practices

The OERC distributed 42 sets of “Planning and Evaluating Health Information Outreach” booklets plus 37 copies of “Measuring the Difference.”

The OERC continues to develop learning circles for the evaluation liaisons’ teleconferences. Also, the OERC is seeing more evaluation training in the regions by RML staff. All of the RML staff who taught “Measuring Your Impact” with Susan Barnes during Year 1 of the project are offering the class on their own this fall. Betsy Kelly and Barb Jones have taught the class in MCR, Dale Prince will be teaching it at the MLA Southern Chapter meeting this fall, and Jacqueline Leskovec and Ruth Holst will give the workshop at the annual meeting of the Health Science Librarians of Illinois. (This will be the second time that Jacqueline and Ruth have done the workshop since they taught with Susan Barnes in August 2006.)

Susan’s participation on the Tribal Connections Four Corners Effective Practices committee included compiling and sharing the first version of a literature review on effective practices and contribution to the committee’s Team Charter, particularly the introduction and some definitions used in the vision statement:

Evaluation is integral to all projects that TC4C undertakes. The Effective Practices team captures evaluation results by identifying and tracking experience-based "lessons learned" about effective ways that the TC4C partners have collaborated and the effective ways that TC4C has partnered and collaborated with community-based organizations to conduct health information outreach.

Community-based organizations could be based on geographic, occupational, or cultural communities.

An effective practice could result from lessons learned in project components or from an entire project.

"Lessons learned" implies health information outreach strategies that have been successful, useful, or promising--based on experience and evidence. Although the terms "lessons learned" and "best practices" are often used interchangeably, the Effective Practices team differentiates between them. "Best practices" have been rigorously evaluated and represent the "Gold Standard" of activities to support specific objectives. In this context, "lessons learned" indicates experiences with what has worked in a given situation. (This concept is from the Johns Hopkins INFO Project, <http://www.infoforhealth.org/practices.shtml>.)

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training: Cindy Olney presented “Clever Evaluation” to 15 outreach coordinators from the SCR at their meeting on June 28 in Houston. She provided the training remotely using Adobe Connect to the coordinators gathered in one location at the Houston Academy of Medicine. After that session, the slides were sent to the evaluation liaisons with an offer to present the session in their regions and evaluation liaisons from two regions have expressed an interest. One of them (MAR) has scheduled a presentation for October 16. The SCR and the OERC offered to present another training to the outreach coordinators on logic models, and the majority expressed an interest in attending. This session will be offered on October 4, again using Adobe Connect. The OERC plans to make this session available after October 4 and hopes to create other short training sessions to be offered remotely – a service requested by the evaluation liaisons at the feedback session conducted during the March teleconference.

Susan Barnes began marketing the Evaluation Outreach Series through the evaluation liaisons and has received an enthusiastic response. SCR is the first region to host the workshops, offering “Community Assessment” and “Planning Outcomes-Based Outreach Programs” on October 30 at the Houston Academy of Medicine. The SCR also will fund travel for Susan Barnes and Cindy Olney to give the workshops in other parts of their region in 2008, specifically at the University of Oklahoma Health Science Center and the New Mexico Department of Health's Office of Community Health Improvement and Health Promotion – in 2008. MAR will host the two workshops November 14 at their RML. Also, Susan Barnes and Cindy Olney have been invited to present one of the workshops at the Joint Meeting of the Northern California and Nevada Medical Library Group and the Medical Library Group of Southern California and Arizona in Las Vegas in February 2008 (in the PSR region).

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

New entries have been added to the OERC blog each month. Cindy Olney and Susan Barnes contributed most of the blog entries, but evaluation liaisons are getting involved. Jacqueline Leskovec added a blog entry in July about a calculator that libraries can use for measuring “return-on-investment.” Sue Hunter has also contributed to blog entries and agreed to write a short blog entry about the MAR’s upcoming research project about the impact of hospital libraries on clinical decision-making.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons: Two evaluation liaison teleconferences were held this quarter. The May session was cancelled due to MLA. The June teleconference featured a review of changes made to the upgrades on Survey Monkey (the online survey software used widely within the NN/LM) with participants sharing and critiquing the new features they had encountered. At the July teleconference, Betsy Kelly presented the Activities Reporting System (ARS), a system she designed to track implementation of the MCR's logic model throughout the region.

The OERC has also found the evaluation liaisons are a good resource for promoting the workshop series. Much of the interest within the regions has been generated by their publicity for the workshops. The strategy has been to begin publicity with the liaisons as the first contact point for their regions, and let them participate, or refer, as they choose to.

Evaluation:

Cindy Olney and Maryanne Blake launched an outcome assessment of the Measuring Your Impact workshop in July. All participants who completed the workshop at least six months prior to July 2007 received a questionnaire asking them to report how they applied the workshop information. This assessment of "Measuring Your Impact" will be an ongoing project for the OERC, with questionnaires being sent to participants six months after their workshops. All facilitators were apprised of this evaluation project and support it.

IV. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

Cindy and Susan provided an update about the NN/LM National Emergency Preparedness Project at the RML Directors' Meeting in Philadelphia in May, following several busy weeks during which a logic model for the project was created. The logic model gathered together the various strands of work that had gone on during the spring. Susan provided an overview of the NN/LM National Emergency Preparedness Project at the PNR's Regional Advisory Committee meeting on June 29 as an introduction to a morning spent by PNR in preparedness discussions. The OERC continues to be involved in the project, but the core members decided to limit work on the plan until a coordinator was appointed for the project. The ADs did begin to work on the buddy system and have spent two teleconferences identifying responsibilities of the buddy library. Angela Ruffin facilitated the two meetings related to this issue, and the OERC provided minutes and followup regarding action items.